

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Henry Cardenas

FROM: J. Yvette Robinson - Event Marketing

SUBJECT: Unauthorized Ads

DATE: December 20, 1999

I wanted to take this opportunity to follow-up concerning the unauthorized ads that were run in conjunction with the Marlboro Noches de Baile program.

Cardenas/Fernandez has worked with Philip Morris, USA under various contracts for over 10 years. As in the past and current practice, Cardenas/Fernandez should know not to place any advertising for events/shows that you execute or promote for Philip Morris, USA without prior approval from Philip Morris, USA.

In the placement of these ads, there could have been a negative impact on the program. Had this happened, Philip Morris, USA would have been totally unaware of the circumstances of these placements. In regards to MSA, these placements could have been construed as Philip Morris, USA utilizing Cardenas/Fernandez to place the ads for us that we cannot place.

Henry, as you know, Philip Morris, USA consider this activity a violation of your contract/agreement.

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